



# A STUDY ON INFLUENCE AND EFFECTS OF USING ELECTRONIC GADGETS

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## **Abstract:**

Electronic gadgets play a very important role in our daily lives and are at the same time valuable. They made the lives of those who chose to use the efficiency of these electronic tools to solve the complexity of life more luxurious. Different types of gadgets are used to carry out everyday activities in our lives. Electronic devices such as video games, the Internet, mobile phones and televisions have become widely available and unlimited tools. These gadgets are the central force that drives the rhythm of everyday life. This study was done to assess the influence and effects of electronic gadgets at Coimbatore district.

**Keywords:** Electronic gadgets, Effects and technology

## **Introduction:**

Electronic Gadgets have become one of an inseparable part of all walks of our life. Every year there is a new invention; new gadgets have been developed and introduced in the market. All these advancements are taking place due to the development in the computer technologies and the electronic industries are taking place in recent years. The latest development in this world of technology is taking place in order to make each and every gadget perform its required functions. The main motive of every gadget is to make different aspects of the life of a person easy. The Latest Electronic Gadgets that are introduced in the recent years are Digital Devices, iPods, and laptops, mobile devices, LCD televisions and various other kinds of technical gadgets. Keeping the consumer taste and preferences in mind these latest electronic gadgets have been developed. Nowadays these gadgets have become the life of a person either it be headphones, speaker phones or laptops that are carried everywhere in order to complete the task.

## Statement of the Problem:

Electronic gadgets are quite popular among the general public, and people are very interested in using them. Lights, televisions, laptops, fans, A/Cs, refrigerators, telephones, cell phones, and other electronic devices are among the items we use on a regular basis. All of these technological gadgets are utilized by people of all ages, both directly and indirectly, and they are highly attracted to them. People are very busy communicating through electronic devices, yet this has an impact on face-to-face conversation. People are connected to the rest of the world through technology, but they are also separated from their loved ones. As a result, this research was conducted to find out the influence and effects of using electronic gadgets in Coimbatore District.

## Objectives of the Study

1. To ascertain the factors that affect preference for a particular electronic gadget.
2. To identify the effects of using electronic gadgets.

## Methodology:

### Area of the Study:

The area of the study is confined to Coimbatore city.

### Sample Size:

The sample size is restricted to 200 respondents in the study and convenience sampling method was used for collecting data.

### Sources of Data:

The primary and secondary data is used in the study. Under primary data collection, the method of questionnaire has been adopted to gather information's from the respondents. Various journals and articles were referred for secondary sources of information.

### Tools for Analysis:

For the purpose of analysis, following tools are used • Percentage analysis • Weighted Average Score

### Limitations:

The study has been conducted from 200 respondents in a Coimbatore city only however adequate care has been taken while collecting data.

## Review of Literature

Saadia Noor et.al (2021)<sup>1</sup> undertook a study on “Assessment of electronic gadgets use and its' effects on daily life and health of primary school children”. The objective of the study was to determine the technological interaction of the children and how it is affecting their daily routine, grades and physical health. They concluded that children are the future generation of our country. So, it is a prime need to look into this problem and protect our children from the threat of electronic gadget use.

Abdullah Nasser Al Sagr et.al (2020)<sup>2</sup> undertook a study on “The effect of electronics on the growth and development of young children”. The study was regarding the effect of electronic gadgets on

the child's growth and development and how children might be benefited from gadgets, however, some studies also reveal that usage of gadgets might have negative effects on the growth and development of children. It is concluded that as the gadgets are increasing day by day, it is making children more addicted to technology. The usage of gadgets might be beneficial to some extent; however, excessive usage may lead to adverse outcomes among young children. Thus, it is important to take action to prevent children from watching excessive electronic gadgets under the proper supervision of caregivers.

Gurmeet Singh Sarla (2019)<sup>3</sup> undertook a study on “Excessive use of electronic gadgets: health effects”. The aim of this review article is to study literature and list the problems associated with prolonged use of electronic gadgets and ways to minimize the symptoms owing to increased ‘screen time’. This study concluded that there is a critical need to promote healthy ways of smartphone use, as well as the importance of friendship and family connectedness as a way of promoting the psychological well-being. Although everyone benefits from technology and modern gadgets, there is a simultaneous risk associated with electronic gadgets that may affect the human body adversely.

Elena E. Kabanova et.al (2019)<sup>4</sup> undertook a study on “The use of modern electronic gadgets in the educational process of the university”. The objective of the study is to identify and evaluate the role of the practice of using modern electronic gadgets by students of higher educational institutions in the educational process, their advantages, and disadvantages. The study was concluded as follows: At different ages, students' attitudes towards using electronic gadgets differ according to gender stereotypes: from 18 to 19 years, boys are more likely to use electronic gadgets in the educational process than girls; from 19 to 21, there are almost no differences; from 21 to 22 years, girls are more likely to use electronic gadgets in the educational process.

Subha Revathi K et.al (2019)<sup>5</sup> undertook a study on “Influence of technological gadgets on health and lifestyle of medico”. The study observed that technological gadgets had an influence on the physical health status of the user. A highly significant value was obtained for the problems associated with feeling of sadness or depression after using a gadget continuously for long hours. This showed depression and usage of technologic. The conclusion of the study is technological gadgets though necessary seem to have influenced our health and lifestyle in a negative direction due to overuse. These problems need to be addressed and an awareness regarding the same must be created to bring back our medicos on the right track.

## Analysis

**Table 1 – Demographic profile of the Respondents**

	S. No.		Respondents	
			Number	Percentage (%)
Gender	1.	Male	85	42
	2.	Female	115	58
Age	1.	Below 20 years	75	37
	2.	21- 30 years	67	34
	3.	31- 40 years	19	10
	4.	Above 40 years	39	19
Educational Qualification	1.	Up to HSC	21	10
	2.	Diploma/ITI	12	6
	3.	Under graduate	115	58
	4.	Post graduate	34	17
	5.	Others	18	9
Occupation	1.	Student	132	66
	2.	Employed	40	20
	3.	Private service	10	5
	4.	Public service	8	4
	5.	Retired	4	2
	6.	Homemaker	6	3
Amount Spent on electronic gadgets	1.	Less than Rs.10000	58	29
	2.	Rs.10001-Rs.20000	77	39
	3.	Rs.20001- Rs.30000	25	12
	4.	More than Rs.30000	40	20

The table 1 depicts that demographic profile of the respondents. Out of the total respondents taken for the study majority of 58% of the respondents are female, 37% of the respondents is below 20 years, 58% of the respondents have Under graduate, 66% of the respondents are students, 39% of the respondents spent Rs.10,0001- Rs.20,000.

**Table 2 - Factors that affect the preference of Electronic Gadgets**

S. No.	Factors	Respondents										Total	Score	Rank
		Level	P-1	P-2	P-3	P-4	P-5	P-6	P-7	P-8	P-9			
		Score	IX	VIII	VII	VI	V	IV	III	II	I			
1.	Brand name	Level	23	15	30	20	46	28	9	19	10	200	5.37	V
		Score	207	120	210	120	230	112	27	38	10	1074		
2.	Functions	Level	22	10	29	21	45	36	8	20	9	200	5.25	VI
		Score	198	80	203	126	225	144	24	40	9	1049		
3.	Design	Level	50	13	15	22	39	5	7	37	12	200	5.57	III
		Score	450	104	105	132	195	20	21	74	12	1113		
4.	Quality	Level	49	53	12	34	23	3	12	9	5	200	6.69	I
		Score	441	424	84	204	115	12	36	18	5	1339		
5.	Price	Level	30	45	12	22	6	18	34	21	12	200	5.52	IV
		Score	270	360	84	132	30	72	102	42	12	1104		
6.	Status symbol	Level	22	34	26	35	16	9	5	33	20	200	5.15	VIII
		Score	198	272	182	210	80	36	15	66	20	1029		
7.	Colors	Level	15	54	44	20	16	8	4	26	13	200	5.92	II
		Score	135	432	308	120	80	32	12	52	13	1184		
8.	Warranty	Level	28	32	12	4	35	46	2	12	29	200	5.17	VII
		Score	252	256	84	24	175	184	6	24	29	1034		
9.	Service	Level	36	24	15	7	5	38	19	22	34	200	4.85	IX
		Score	324	192	105	42	25	152	57	44	34	975		

The table reveals that, the factors influencing the consumers to buy electronic gadgets. The majority of the respondents indicate that the quality of the gadget is the main factor that influences the consumers towards electronic gadgets. This ranks first according to the scores obtained (Score=6.69) followed by Color, Design, Price, Brand name, Functions, Warranty, Status and Service.

**Table 3 - Time spent on electronic gadgets by the respondents**

S. No.	Time spent	Respondents	
		Number	Percentage (%)
1.	Less than 1 hour	19	9
2.	1-2 hours	43	22
3.	2-3 hours	36	18
4.	More than 3 hours	102	51
	<b>Total</b>	<b>200</b>	<b>100</b>

The above table shows that out of 200 respondents taken for the study, (51%) of the respondents spent more than 3 hours on their electronic gadget, (22%) of them spent 1- 2 hours, (18%) 2-3 hours and (9%) Less than one hour.

**Table 4 - Awareness of respondents on the effects of using electronic gadgets**

S. No.	Awareness	Respondents	
		Number	Percentage (%)
1.	Yes	183	91
2.	No	17	9
	<b>Total</b>	<b>200</b>	<b>100</b>

The above table depicts that out of 200 respondents taken from the study, (91%) of the respondents are aware of effect of using Electronic gadgets and (9%) of the respondents are not aware of effect of using the Electronic gadgets.

**Table 5 - Positive effects of using electronic gadgets**

S. No.	Positive effects	Respondents	
		Number	Percentage (%)
1.	Easier communication	86	43
2.	Save time	35	18
3.	More knowledge	25	12
4.	Entertainment	20	10
5.	Reduced workload	16	8
6.	Easy access to information	18	9

The above table depicts that (70%) easier communication is one the main positive effects of electronic gadgets whereas (29%) reduced workload is rated the least.

**Table 6 - Mental health problems due to over use of electronic gadgets**

S. No.	Mental health problems	Respondents	
		Numbers	Percentage (%)
1.	Agree	155	78
2.	Neutral	41	20
3.	Disagree	4	2
	<b>Total</b>	<b>200</b>	<b>100</b>

The above table depicts that out of total respondents taken for the study, (78%) of the respondents agree that over use of electronic gadgets creates mental health problems, (20%) of them are neutral and (2%) of them disagree.

**Table 7 - Health problems faced by respondents**

S. No.	Health problems	Respondents	
		Number	Percentage (%)
1.	Yes	136	68
2.	No	64	32
	<b>Total</b>	<b>200</b>	<b>100</b>

The above table depicts that out of 200 respondents taken from the study, (68%) of the respondents have faced the health problems due to the use of Electronic gadgets, (32%) of the respondents have not faced any health problems due to the use of Electronic gadgets.

**Table 8 -Specific Health Problem faced by the respondents**

S. No.	Health Problems	Respondents	
		Number	Percentage (%)
1.	Eye problem	42	30
2.	Headache	47	33
3.	Stress	7	6
4.	Obesity	6	5
5.	Reduced physical activity	14	11
6.	Paining wrist	3	2
7.	Poor sleep	9	7
8.	Others	8	6
	<b>Total</b>	<b>136</b>	<b>100</b>

The above table depicts that out of 200 respondents only 136 respondents has faced health problems due to the use of electronic gadgets. The major health problem faced by the respondents is headache (33%) and eye problem (30%) then reduced physical activity (11%), poor sleep (7%) stress and other problems (6%), obesity (5%), and the least problem faced is paining wrist.

**Table 9 - Mental problems due to the use of electronic gadgets among respondents**

S. No	Mental problems due to the use of electronic gadgets	Respondents	
		Number	Percentage (%)
1.	Yes	81	40
2.	No	119	60
	<b>Total</b>	<b>200</b>	<b>100</b>

The above table depicts that out of total respondents taken for the study, (60%) of the respondents opted No and (40%) of the respondents opted Yes.

**Table 10 - Specific mental problem faced by the respondents**

S. No.	Mental problem	Respondents	
		Number	Percentage (%)
1.	Depression	29	36
2.	Anxiety	13	16
3.	Isolation	16	20
4.	Lack of motivation	8	10
5.	Others	15	18
	<b>Total</b>	<b>81</b>	<b>100</b>

The above table found that out of 200 respondents only 81 of them has faced health problems due to the use of electronic gadgets. The major health problem faced by the respondents is depression (36%), isolation (20%), other mental problems (18%), and anxiety (16%). The least problem faced is lack of motivation (10%).

#### **Findings of the study:**

- From the study is found that majority of 58% of the respondents are female, 37% of the respondents is below 20 years, 58% of the respondents have Under graduate, 66% of the respondents are students, 39% of the respondents spent Rs.10,0001- Rs.20,000.
- Quality is the main factor that has scored highest rank and service is the factor which has scored the least rank in influencing the customers to buy electronic gadgets.
- Majority (51%) of the respondents spent more than 3 hours on electronic gadgets.
- Majority of the respondents (91%) are aware of effect of using Electronic gadgets.



- Majority (70%) of respondents feel that electronic gadget helps in easier communication.
- Majority (78%) of them agreed that over use of electronic gadgets causes mental health problems.
- majority of the respondents (68%) have faced health problems due to the use of Electronic gadgets
- Most (33%) of the respondents faced headache problem due to the use of electronic gadgets.
- Majority (60%) of the respondents have not faced any mental problems due to the use of electronic gadgets.
- Most (36%) of the respondents faced depression as the major health problem

### Conclusion:

An electronic gadget has become very normal and necessary thing in our day to day life. In this study, we explained about the influence and its effect of using electronic gadgets like smart phones, laptops, iPods, computers, television, tab etc., in Coimbatore district. In this study majority of the people are aware about usage of electronic gadgets. Making the availability of more discount and offer in online which boost the online purchase, introduction of low cost electronic gadgets by good brands, increase the warranty and guarantee periods, introducing new innovation in electronic gadgets which makes our work much faster, introducing electronic gadgets with more artificial intelligence, has played the vital role in reducing the negative influence and negative effects and to increase the positive effects in using electronic gadgets which induce the people to buy more electronic gadgets.

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